

Beaumont Hospitals*

May 23, 2008

Chairman Kevin J. Martin
Federal Communications Commission
445 12th Street, SW
Washington, DC 20554

Dear Mr. Martin:

I am writing on behalf of Beaumont Hospitals regarding our relationship with 950AM –WWJ radio in Detroit.

The news director, producers, anchors and reporters at WWJ do a great job of serving the metro Detroit community and the overall public interest from a health care perspective. They cover emerging local health issues, they localize national health stories and they give hospitals like ours a terrific venue to reach the public.

WWJ did 59 interviews with Beaumont doctors, nurses and other staff members on a wide range of local interest issues in 2007. It was the highest number of interviews we had with any radio station in Detroit. In addition to Beaumont, WWJ also ran hundreds of health stories with other hospitals in the Detroit area.

To give you some idea of the wide scope of the health information WWJ provides its listeners, we have attached a document to this letter listing our 2007 stories on WWJ.

The station does light-hearted stories, like highlighting the first metro area mom of the year.

They also localize national stories to educate the public about health advancements or issues. For example, our chief of neurosurgery recently interviewed on brain tumors like Senator Kennedy is facing. They also report on important health research in major medical journals like *JAMA* and *The New England Journal of Medicine*.

Finally, and maybe most importantly, WWJ does an extraordinary job helping hospitals convey information on medical breakthroughs that impact the health of local people. One recent example of this was in April when Beaumont urologists performed a nerve rerouting surgery that was first of its kind. Because of WWJ's help in covering this story, hundreds of people inquired about the surgery, which provides independence and improves quality of life for the patients.

News and information are what listeners of WWJ look for in their local news radio station and we think CBS Radio, through WWJ, is meeting these important needs and serving the public interest on a daily basis.

I'd be happy to answer any questions you may have about how WWJ meets the needs of listeners and complies with FCC standards.

Sincerely,



Colette Stimmell
Director, Public Relations
Beaumont Hospitals

2007 WWJ RADIO NEWS STORIES/ INTERVIEWS

DATE	TOPIC	INTERVIEWEE	STATION	EST. TIME
1-1-07	Plane crash survivor information	none	WWJ	1:00
1-1-07	First baby at Beaumont 3:40AM	none	WWJ	1:00
1-3-07	MSU Beaumont nursing program	Ron Lilek/Linda Kruso	WWJ	2:00
1-8-07	Diagnosing yourself on the Internet	Dr. Lipson	WWJ	2:00
1-9-07	Creams for the skin	Dr. Shumer	WWJ	2:30
1-15-07	EC cases and bad weather update	provided info	WWJ	1:30
1-17-07	AHA story stent guidelines	Dr. Grines	WWJ	2:00
1-18-07	Ghesquire Children's Surgery Center	Dr. Morden	WWJ	3:00
1-22-07	Childhood obesity problem growing	Dr. Miller	WWJ	2:30
1-24-07	NBC's Biggest Loser Kally Fox of Dexter	Kally Fox	WWJ	2:00
1-30-07	The common cold live line 11:35AM	Dr. McGeorge	WWJ	2:30
2-15-07	Laws to make kids wash hands	Paula Keller	WWJ	2:00
2-16-07	Salmonella poisoning symptoms	Dr. Saginaw	WWJ	3:00
2-19-07	Recent food recalls, peanut butter, chicken, etc	Barb Main, RD/patient	WWJ	2:30
2-19-07	CT research at Beaumont	Dr. Goldstein	WWJ	2:00
2-20-07	Fertility story on women egg donors	Dr. Keye	WWJ	3:00
3-14-07	Sleep Drugs get more warnings on the box	Dr. Trock	WWJ	2:30
3-26-07	Watchman heart filter story	Dr. Almany	WWJ	3:00
3-27-07	Late flu season and people calling in sick	Dr. Lipson	WWJ	1:45
3-27-07	Tony Snow has colon cancer recurrence	Dr. Lynch	WWJ	2:00
4-5-07	Oakland U Beaumont Medical School	Ken Matzick/Dr. Diokno	WWJ	3:00
4-9-07	Troy office shootings	information	WWJ	:30
4-10-07	Person in car shot in Ferndale	information	WWJ	:30
4-11-07	Rash of shootings and psychology 11:30AM LIVEDr.	Patel	WWJ	2:00
4-18-07	Gamma Knife technology	Dr. Chen	WWJ	3:00/15:00 podcast
4-19-07	Virginia Tech and other shootings 2:30PM LIVEDr.	Hiten Patel	WWJ	2:30
4-27-07	Jennifer Bova car accident in ditch	family interview	WWJ	3:00
5-8-07	Keystone in the OR press conference	Dr. Welsh	WWJ	3:00
5-11-07	Passport Fair	Interhealth nurse	WWJ	2:00

5-11-07	New mom celebrating her first Mother's Day	patient interview	WWJ	2:00
5-11-07	Oldest working nurse in Michigan	nurse interview	WWJ	2:00
5-16-07	Beaumont buys Bon Secours	Pat Anstett interviewed	WWJ	2:30
5-22-07	Lybrel birth control gets FDA approval	Dr. Sarvis	WWJ	2:00
5-29-07	dementia research live at 11:30AM	Dr. Rosenbaum	WWJ	3:00
6-1-07	Jennifer Bova release from hospital	rehab doctor	WWJ	3:00
6-4-07	Heely's safety in question	Dr. O'Neil	WWJ	2:00
6-11-07	Ally drug for sale over the counter	Dr. Miller	WWJ	2:00
6-19-07	Troy Groundbreaking event	Tom Brisse	WWJ	2:00
7-2-07	Sense of smell and Alzheimer's disease	Dr. Imam	WWJ	2:00
8-13-07	MRSA in the news	Paula Keller	WWJ	2:00
8-14-07	When is a child ready for school	Dr. Dorsey	WWJ	2:30
8-16-07	Dream Cruise EMS coordination	Dr. Swor	WWJ	2:30
8-17-07	Dream Cruise Trauma team ready	Dr. Janczyk	WWJ	3:00
8-21-07	Obesity linked to virus	Dr. Miller	WWJ	2:00
9-12-07	Fall allergies kicking in	Dr. Tawila	WWJ	2:00
9-19-07	Sexplay on school bus LIVE	Dr. Sheiner	WWJ	2:30
9-20-07	Omnibeam cancer treatment +podcast	Dr. Martinez	WWJ	2:30/15:00
9-20-07	Omnibeam treatment on Great Lakes IT report	Dr. Martinez	WWJ	:30
9-25-07	Stress faced by caregivers	Cassandra Ponder	WWJ	2:00
10-1-07	Bon Secours becomes Beaumont, GP	Reader	WWJ	:30
10-5-07	Keeping your sanity through foreclosure LIVE	Dr. Young	WWJ	2:30
10-10-07	Safety City Fire story girl saves family	Val Gokenbach	WWJ	2:00
10-19-07	FDA recommends no cough medicine under 6	Dr. Dorsey	WWJ	2:30
11-20-07	JAMA study on women and heart disease	Dr. Chinnaiyan	WWJ	2:00
11-20-07	PIRGIM press conference	Holly Bair, RN	WWJ	2:00
11-26-07	Colds and flu	Dr. Ehrmann	WWJ	2:00
11-26-07	JAMA hip fracture study	Dr. Nowinski	WWJ	2:30
11-26-07	Cheney Afib	Dr. Haines	WWJ	2:00
12-21-07	Make time for your health during holidays	Dr. Marcovitz	WWJ	2:30